



An Art of the Nonprofit Workshop

# Tools for Fundraising

Volume II, Issue 1

Spring, 2003

As a service of the Utah Arts Council, Community/State Partnership Program, this workshop is designed to meet the needs of nonprofit arts organizations looking for information and ideas on fundraising. The workshop covers four areas of fundraising:

- grant writing basics
- funding sources
- sponsorships
- fundraising strategies and plans

## Inside this issue:

Workshop Agenda	2
The Tracks	2
Building Contractors	3
About CSP	4
Registration Information	4

**Utah!**  
Where ideas connect™

## CSP will construct a four part workshop on fundraising tools for nonprofit organizations

### The Nuts and Bolts of Grant Writing

A basic but intensive grant writing workshop that teaches the elements of grant writing using a hands on approach. Come with your mission statement, goals, project ideas or a grant application you are currently working on. Learn how to make your proposal stand out! Network with others who face similar challenges.



### Blueprints for the Future

In order to have success in a building project, you need to have an architectural blueprint to follow. The same is true for fundraising. This workshop will help you learn how to develop a comprehensive fundraising plan beginning with a clear vision of where you want to go. Diversify by using more



than one *tool*: the various fundraising methods will be defined and described including planned giving, grant writing, capital campaigns, endowments and special events.

### Building Sponsor Relationships

Learn the major differences between contributions and sponsorships. Understand the value and benefits of your organization. Pursue worthwhile sponsorships and sponsorship ideas. See how *Building Sponsor Relationship* can prepare you to approach prospective sponsors. Learn to maintain a strong relationship with existing sponsors.

**Funding Sources** Basic apprentice tools of how and where to search for funds. We'll look at both print and electronic resources. We'll talk about ways to narrow your search. We'll also look at how to approach the funder.



### Tools for Selling Sponsorships

How the ART of selling can help position your organization with sponsors. Learn basic selling techniques and how to use them. Tune your radio to "WIFM" and developing a Win/Win strategy. Determine the value of your organization. Create S.M. A.R.T. goals and develop confidence and proper attitude.



## Construction will take place in four locations:

**May 13-14, 2003**

**Logan . . . Cache Valley Center for the Arts  
Bullen Center, 43 S Main St.**

**September 11-12, 2003**

**Cedar City . . . Location TBA**

**November 6-7, 2003**


**Moab . . . Location TBA**

**January 12-13, 2004**

**Salt Lake City . . . State Library Tech Center,  
250 N 1950 West**

## Workshop Construction Agenda

(for workshops in Salt Lake City or with more than 20 participants)

Day One		Day Two	
8:00-8:30	Registration	8:00-8:30	Registration
8:30-12:00	 <b>The <i>Nuts and Bolts</i> of Grant Writing</b> Jan Abramson or Laurel Cannon-Alder presenter or <b>Funding Sources</b> Bertie Stoker, presenter	8:30-12:00	<b><i>Blueprints for the Future</i></b> Anna Boulton, presenter or <b><i>Building Sponsor Relationships</i></b> Don Wilhelm, presenter
12:00-1:00	Lunch (on your own)	12:00-1:00	Lunch (on your own)
1:00-4:00	<b><i>Nuts and Bolts</i> (cont'd)</b> or <b><i>Building Sponsor Relationships</i></b> Don Wilhelm, presenter	1:00-4:00	<b>Funding Sources</b> Bertie Stoker, presenter or <b><i>Tools for Selling Sponsorships</i></b> Don Wilhelm, presenter
4:00	Adjourn	4:00	Adjourn

## Workshop Construction Agenda

(for rural workshops with less than 20 participants)

Day One		Day Two	
8:00-8:30	Registration	8:00-8:30	Registration
8:30-10:30	<b><i>Blueprints for the Future</i></b> Anna Boulton, presenter	8:30-10:30	<b>Funding Sources (cont'd)</b>
10:30-12:00	<b>The <i>Nuts and Bolts</i> of Grantwriting</b> Jan Abramson or Laurel Cannon-Alder presenter	10:30-12:00	<b><i>Building Sponsor Relationships</i></b> Don Wilhelm, presenter
12:00-12:30	Lunch	12:00-12:30	Lunch
12:30-3:30	<b><i>Nuts and Bolts</i> (cont'd)</b>	12:30-3:30	<b><i>Building Sponsor Relationships</i> (cont'd)</b>
3:30-4:30	<b>Funding Sources</b> Bertie Stoker, presenter	3:30-4:30	Panel, <b>Rural Issues</b>
4:30	Adjourn	4:30	Adjourn



# Architects for UAC Workshop



**Jan Abramson** has been associated with dynamic non-profit organizations for the past 5 years.

Prior to that, she worked in educational leadership development at universities in the United States and Britain. Most recently, she served as development officer for Children's Dance Theatre where her responsibilities included researching, writing, securing and administering grants, enhancing donor base, and developing long-range plans. Having held a variety of volunteer and staff positions with nonprofit organizations, she has come to believe that the success of a nonprofit organization can be enhanced by a commitment to training and development.

**Laurel Cannon Alder** worked at the Utah Arts Council in the Community/State Partnership Program for 7 years. She left the Arts Council to raise her 3 children but is willing to be our presenter for these two days. She came to the Arts Council in 1995 with a Masters in Arts Administration from Indiana University at Bloomington. Laurel had experience at the Indiana University Foundation, the Children's Museum of Indianapolis, and was a Jane Addams Fellow at the Center on Philanthropy. She is a member of the Mentoring Committee for the Utah Society of Fund Raisers (USFR), and is a member of the Utah Nonprofits Association (UNA) Board. She chaired the first celebration of National Philanthropy Day, a UNA/USFR cooperative project.

**Anna Boulton** is currently the program coordinator for the Community State Partnership Program. Providing professional development to arts and cultural organizations is a key aspect of this program. Anna authored a handbook *The Art of Volunteer Development* based on research done in volunteerism for her senior thesis and is currently working on a companion handbook, *The Art of Board Development*. She has facilitated various workshops and designed many board retreats on nonprofit development issues for the past eight years. Although she has worked with organizations in all areas of fundraising, her main focus is with planning and organizing your fund raising strategies.

*The single biggest mistake people make in fundraising is not asking for money.*

*Stephanie Roth*

**Bertie Stoker** has assisted in the CSP program for the past 3 years and brings with her a wealth of experience working with people. Her education and past employment have been in the social work and counseling fields. She has provided family, group, and individual therapy in a variety of human service settings and conducted workshops and seminars for professionals, community members and government agencies.



**Don Wilhelm** has extensive experience in sales and management for profit and nonprofit organizations. He is currently president of the Davis Arts & Humanities Council. As a manager for Graybar Electric, Don was responsible for training sales representatives in selling and building relationships with customers. He was voted MVP in Graybar's training program by his associates. Don has received special recognition from the City of Layton for his many hours of volunteerism and help as technical advisor in construction of the Ed Kenley Amphitheater. His combination of nonprofit experience, sales management skills, and relationship building knowledge all add up to a dynamic approach to sponsorship development. Don is the workshop architect for the discussions and construction of the Art of Building Sponsor Relationships and Tools for Selling Sponsorships.



## UTAH ARTS COUNCIL



Community/State Partnership Program  
617 E South Temple  
Salt Lake City, UT 84102

**Anna Boulton**, Program Coordinator  
801-236-7546  
aboulton@utah.gov

**Bertie Stoker**, Program Assistant  
801-236-7544  
bstoker@utah.gov  
Fax: 801-236-7556

This Art of the Nonprofit workshop is sponsored in partnership with the



NATIONAL  
ENDOWMENT  
FOR THE ARTS

**We're on the Web!**  
[www.arts.utah.gov/csp/](http://www.arts.utah.gov/csp/)

"The Utah Arts Council works to make the arts available to everyone regardless of special needs or cultural differences, and encourages all who participate in our programs to do the same"

## The Community/State Partnership Program

As a partner and a resource, the CSP program provides the following to arts organizations and communities throughout the state:

- Professional and community development training
- Board retreats and other technical assistance including strategic planning and conflict intervention
- Utah Performing Arts Tour as a resource to presenting organizations & performing artists
- Partnership and collaboration assistance
- Performing artists and presenter directories on our website

## Registration Coupon

Please clip and mail to Utah Arts Council CSP Program at least 3 days before the workshop you plan to attend begins.

**Registration fee:**

- \$ 50.00 for a single participant
- \$ 40.00 per person, 2 or more from one organization
- \$ 30.00 per person, single day only (please specify which day) (price includes binder and all handouts)



Circle the workshop you are registering for: LOGAN CEDAR CITY MOAB SALT LAKE CITY

Name/s

Organization

Address

Phone

Email/Fax

Special Needs

Please indicate if you are planning on attending the *Nuts & Bolts* of Grant Writing workshop

Yes ☐

No ☐

Total fee submitted: \$ \_\_\_\_\_